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FOR IMMEDIATE RELEASE

SEA BEST® LAUNCHES LINE EXTENSION TO THEIR POPULAR VALUE-ADDED SEAFOOD FESTIVAL

JACKSONVILLE, Fla., November 3, 2022 — Beaver Street Fisheries, Inc. is preparing to launch its newest selection to their popular Sea Best Seafood Festival line. The flagship seafood brand of Beaver Street Fisheries launched the line in 2018 as an all-in-one bag, seafood boil that is ready to prepare in one pot. The seafood boil addresses a consumer demand for more interesting seafood options that are easy to prepare at home. The first concept of a Shrimp & Crab Pot delivers a traditional style seafood mix of shrimp, snow crab and mussels, while the new Steamer Pot offers a New England style boil that includes shrimp, cold water lobster claws, clams, and mussels. Each frozen option is available in a convenient 3 lb. resealable bag.

The Sea Best brand is well known in the premium, frozen seafood category. “Continued research tells us consumers want to enjoy seafood at home. It also tells us that they want it without too much fuss or fear of how to prepare it correctly, all while trying to replicate what they might enjoy out at their favorite restaurant” said Bluzette Carline, director of marketing at Beaver Street Fisheries.

“Our R&D teams relied on consumer-based data when considering which new flavor and mixture to add to the line. Sea Best continues to explore new and exciting seafood options that are not only flavorful, but also simple to prepare as a meal” said Leann Millette, director of research and development at Beaver Street Fisheries.

For more information about this new product and for retail inquiries, please contact Bluzette Carline at (904) 376-6802.

About Sea Best®

Sea Best® is the flagship brand of Beaver Street Fisheries Inc., a family-owned and operated company that began 70 years ago in Jacksonville, FL. The seafood brand is sold in retailers nationwide. Sea Best offers a full line of frozen fish fillets including premium varieties (ahi tuna, mahi, grouper, snapper), value varieties (cod, catfish, whiting), value-added and breaded seafood (stuffed clams, shrimp, calamari, scallops) and shellfish (lobster, crab). For more information, visit seabest.com.

About Beaver Street Fisheries

Beaver Street Fisheries™ is a leading importer, manufacturer and distributor of quality frozen seafood products from the USA and around the world. For more than 70 years, the Jacksonville-based company has provided premium products to the foodservice industry and retail markets. The company’s flagship brand, Sea Best®, is sold in retailers nationwide. More information about Beaver Street Fisheries can be found at beaverstreetfisheries.com.

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